

4.3 30-SECOND COMMERCIAL

What to Know

The 30-second commercial is a statement to describe the skills and services that you have to offer an employer. It is essentially a brief monologue that sells your professional abilities and reflects your ideal job profile.

What to Do

Choose a combination of the following components that will comprise your pitch:

- Greeting**include your first and your last name
- Experience**accumulated experience in your specific industry and jobs
- Areas of Expertise**.....your major job functions and skill categories
- Strengths**specific skills that you possess
- Accomplishments**specific accomplishments that emphasize your strengths
- Professional Style**traits and characteristics that describe how you perform your job
- Job Search Strategy** ..what you want to do with your experience

Examples of these components:

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|----------------------------|---|
| Greeting | <i>Hello, my name is _____.</i> |
| Experience | <i>I'm an experienced _____.</i> |
| Areas of Expertise | <i>Or I have ____ years of experience in the _____ industry with expertise in _____, _____ and _____.</i> |
| Strengths | <i>My strengths are _____, _____ and _____.</i> |
| Accomplishments | <i>I have been recognized for _____.</i> |
| Professional Style | <i>I'm _____, _____ and _____.</i> |
| Job Search Strategy | <i>I am interested in expanding my experience into _____.</i> |

My 30-second commercial:
